



FOR IMMEDIATE RELEASE

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ORAL HEALTH AMERICA ANNOUNCES FALL FOR SMILES® CAMPAIGN

June 10, 2011, Chicago, IL—Oral Health America (OHA) announces the launch of its second annual Fall for Smiles® public messaging campaign conducted in collaboration with Oral Healthcare Can't Wait®, an initiative of the Dental Trade Alliance. The campaign begins in September and runs through October to promote messages to consumers about the importance of self care, good nutrition, regular dental visits, and tobacco avoidance in maintaining oral health.

During the campaign, OHA will announce the results of a public opinion survey on consumers' knowledge about oral health. Sponsored by Oral Healthcare Can't Wait and Plackers dental flossers, the survey will ask questions about oral health care practices, including brushing and flossing and how families are prioritizing their spending during this time of economic uncertainty. Previous OHA surveys have shown that adults are unaware of the role that infectious bacteria play in tooth decay, and that children are brushing and flossing less often than parents think they should.

"Fall for Smiles reminds us how important mouth health is to health," said Beth Truett, President & CEO, Oral Health America. "From birth to end-of-life, the oral health care we receive and how we take care of our own mouths at home play a big role in our overall well-being. With the change in seasons, and busy schedules, Fall is the best time of year to recommit to healthy habits and health care routines."

The campaign encourages dental care providers to reach out to their patients and communities as outlined in a participation booklet created by Patterson Dental. Anyone can Fall for Smiles! Visit www.oralhealthamerica.org/fallforsmiles for free downloads and promotional materials such as coloring sheets, posters, a social media guide, template letters to the editor, and more.

"Oral Healthcare Can't Wait shares a common purpose with OHA's Fall for Smiles campaign—to ask people to be proactive about their own oral health as best they can," said Gary Price, CEO, Dental Trade Alliance. "I encourage all members of the dental community and beyond to Fall for Smiles, and join us in improving America's oral health."

"We all need friendly reminders to practice good health habits such as regular flossing and brushing, and they are particularly effective when we understand why," said Tom Barman, Director of Marketing, Plackers® dental flossers. "Fall for Smiles gives us the opportunity to work together to reach out to consumers and explain why it is so important to maintain a healthy mouth."

Fall for Smiles is generously sponsored by OralDNA Labs, Oral Healthcare Can't Wait, Ivoclar Vivadent, Patterson Dental, Plackers Dental Flossers, and Trident®. Fall for Smiles promotion partners (confirmed to date) include 1-800-SNORING, 3M ESPE, Aegis Communications, American Academy of Family Physicians, American Academy of Women Dentists, An Island Life: Hawaii Mom Blog, Arizona School of Dentistry & Oral Health, Association of State and Territorial Dental Directors, Belmont Publications, Coconino County Public Health Action Network, Consumer Guide to Dentistry, DentaleZ Group, DNTLworks Equipment Corporation, DENTSPLY International, Dental Trade Alliance, Dr. Cole, DDS, Flagstaff Community Health Action Network, Guymon Schools, Harry J. Bosworth Company, Henry Schein Dental, Hearthstone Housing Foundation, Hispanic Dental Association, Friends of Hu-Friedy, Maine Dental Access Coalition, National Museum of Dentistry, Pulpdent, StarSmiles, and Smiles Change Lives. Contact Melissa Hoebbel, melissa@oralhealthamerica.org or at (312) 836-9900 for a campaign partner prospectus or to learn more!

Oral Health America's mission is to change lives by connecting communities with resources to increase access to oral health care, education and advocacy for all Americans, especially those most vulnerable. For more information, visit www.oralhealthamerica.org.

About Plackers: Plackers a leading brand of consumer oral care products, is a pioneer in dental flossers and other consumer oral care products. Having patented the first disposable dental flosser, Plackers is committed to developing high quality, affordable oral care products and is a proud sponsor of Oral Health America's Smiles Across America® and Fall for Smiles® programs.

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